

Wine Industry Metrics - Direct-to-Consumer - November 2018

Wines Vines Analytics

\$60-plus Dtc Shipments Strong in November

November direct-to-consumer (DtC) shipments were flat versus a year earlier at \$416 million, Wines Vines Analytics/ShipCompliant by Sovos reported. Volumes slipped nearly 1% to 797,451 cases, contrasting with strong growth after the October 2017 wildfires. The market remained strong, with \$60-plus bottle shipments totaling \$1.4 billion in the latest 12 months, up 29% from a year ago. Cabernet Sauvignon, red blends and Pinot Noir were the top three varietals, representing 83% of segment value.

Direct-to-Consumer Shipments »	Month	12 Months
November 2018	\$416 mil	\$2,981 mil
November 2017	\$417 mil	\$2,659 mil

DIRECT-TO-CONSUMER SHIPMENT VALUE



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC shipments totaled \$416 million in November, even with a year ago.

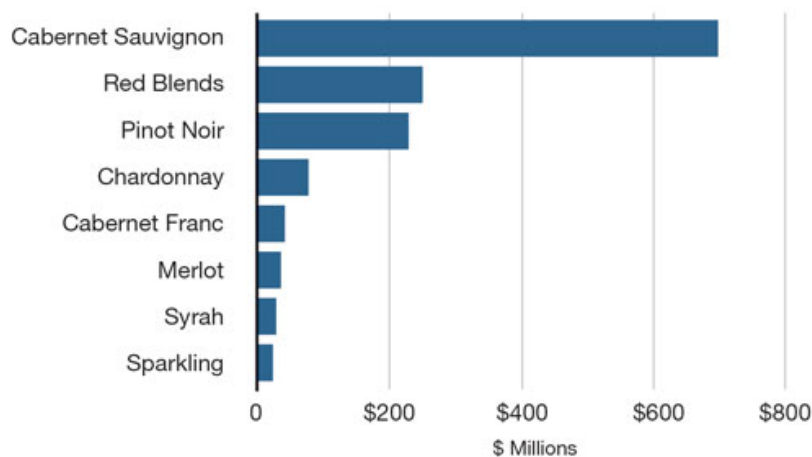
DIRECT-TO-CONSUMER SHIPMENT VOLUME



Source: Wines Vines Analytics/ShipCompliant by Sovos.

DtC volumes slipped almost 1% in November versus a year ago, totaling 797,451 cases.

DTC SHIPMENTS FOR \$60-PLUS



Source: Wines Vines Analytics/ShipCompliant by Sovos; 12 months through November 2018.

DtC shipments of \$60-plus bottles in the latest 12 months rose 29% from a year ago to \$1.4 billion. The top varietal by value in the price segment was Cabernet Sauvignon at \$678 million, followed by red blends and Pinot Noir. Pinot Noir was the second most-shipped varietal after Cabernet Sauvignon by case volume.

[Download the Wines & Vines/Ship Compliant 2018 Direct to Consumer shipping report »](#)

WINES & VINES

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